

# Progressions Inc.

Sales Training & Consulting



## Check your Self Talk

Have you ever been around someone that spent more time talking about what they **had** to do rather than **just doing it**? One's self talk can often make or break their ability to succeed. When looking at a customer exchange we should anticipate a positive experience.

- The initial impression
- The reaction to our company
- The reaction to us as an individual.
- Our information.
- What we can do for them.
- Their overall experience with us

If we begin an exchange expecting a positive response then we will most likely get one. If you think positively, hopefully, optimistically, and rejoice in your work... you win. If on the other hand you doubt yourself or the reaction from your customer your chances of succeeding become rather low. The power of positive thinking becomes critical in the success of any sales person.

How can we create a positive experience for the customer?

1. Our attitude. Our attitude about the company, our self and the product will be conveyed to the customer. If we think we're good, so will the customer.
2. Try to mirror the customer in style and delivery. If the customer seems a little bit more reserved or quiet the last thing we should do is come on too strong. On the other hand if we are communicating with someone with a very direct style then we need to "stay in the game" so that we will in fact be heard.
3. Stay positive even when customers are not. When customers are curt or criticize the company, never get defensive. Keep your positive energy and stay calm. Sometimes it takes a while to earn their trust. Other times customers simply test you to see just how much you believe in your company.
4. When customers are hesitant it's often out of fear. Use empathetic phrases such as "I understand how you feel" "I appreciate your way of thinking" or "I will personally do everything I can to make this transition easy".



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5. Avoid canned speeches... always. While learning from others can be beneficial there is no one that communicates your message better than you.
6. Always reevaluate your style and delivery. Be open to learning as well as change. **The more we know the more we grow**. Look at any successful person and you will find that they make a commitment to ongoing learning and have a thirst for knowledge.
7. Communication goals. With every interaction we have an opportunity to strengthen the relationship through our communication skills. Delivered effectively we can;
  - demonstrate our expertise,
  - explain the information,
  - position our self for future opportunities,
  - gather the necessary information to make a proposal,
  - Make a friend!

Learning is not attained by chance, it must be sought for with ardor and attended with due diligence.

Abigail Adams (1744 – 1818)

Learning without thought is labor lost; thought without learning is perilous;

Confucius (551 BC – 479 BC)

Learn as if you were going to live forever. Live as if you were going to die tomorrow.

Gandhi